WWF

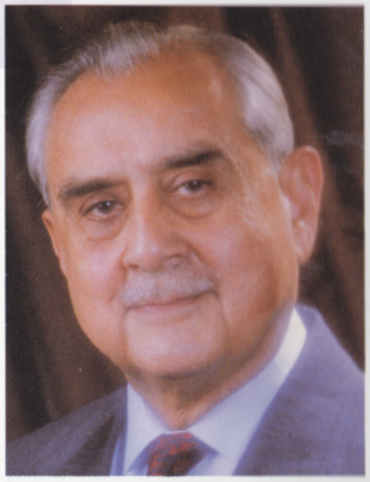


ANNUAL REPORT 1998

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WWF INTERNATIONAL

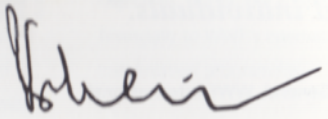
"WWF is appealing to people everywhere to take affirmative action."

THE ESTABLISHMENT of WWF in 1961 was largely driven by a concern for the state of the world's natural diversity. WWF's far-sighted founders were profoundly worried about the effect that humans were having on the environment and determined that the organization should work to help build a world in which people lived in harmony with nature.

This, along with the conservation of biological diversity, remains WWF's ultimate goal. But if progress is to be effectively monitored, there must be a reliable set of periodic indicators that tracks the state of the environment. In 1998, with the publication of the *Living Planet Report*, WWF launched just such a set of instruments: the Living Planet Index (LPI), measuring changes in the health of the world's natural ecosystems since 1970, and Consumption Pressure, a measure of the burden that each and every one of us places on the environment.

The picture is not a happy one. A decline in the LPI suggests that the world has lost nearly a third of its natural wealth since 1970, while Consumption Pressure is close to or beyond sustainable levels for many of the world's resources. But in the face of continued population growth, and the healthy and necessary desire of societies to develop, it is probable that these trends will continue for some years to come.

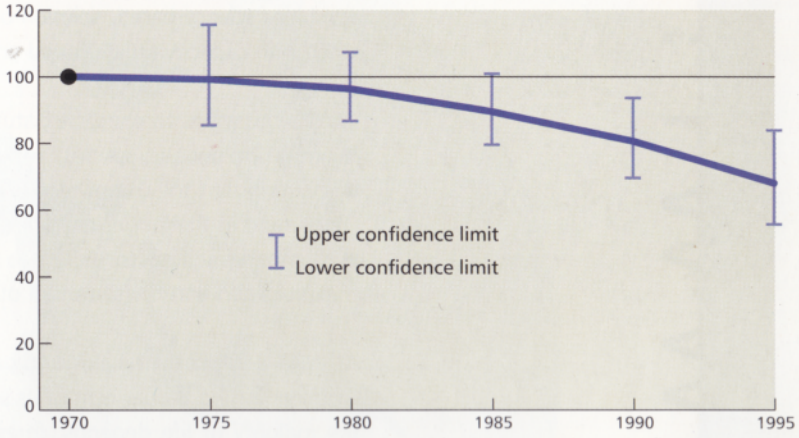
WWF's task is to minimize the additional effects of more people living more comfortable lives, and to slow down, and eventually halt, the degradation of the world's natural environments. This can only be achieved by everyone working together. WWF is appealing to people everywhere to join it in its endeavours and take affirmative action in favour of the natural world.



S Babar Ali
President, WWF International

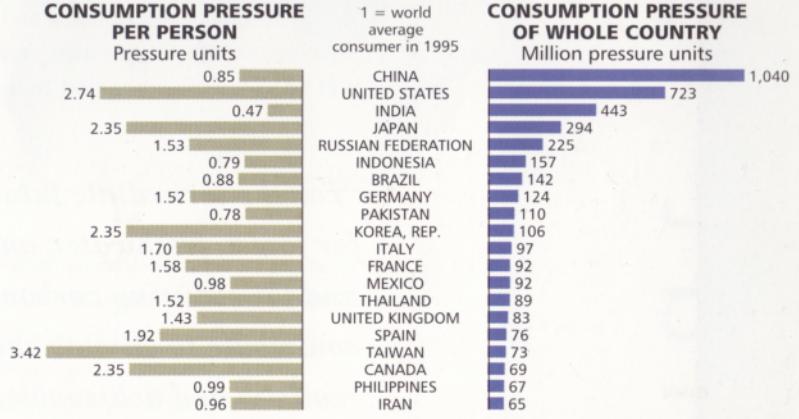
WWF's LIVING PLANET INDEX

A measure of the health of the world's natural ecosystems, 1970–1995



CONSUMPTION PRESSURE

A measure of the burden placed on the environment by people, 1995



what is wwf?

WWF, with 4.7 million supporters and a global network active in 96 countries, is the world's largest independent conservation organization. It combines science-based, solution-oriented conservation projects and policy work with capacity building and environmental education.

WWF's mission is to conserve nature and ecological processes by:

- preserving genetic, species, and ecosystem diversity
- ensuring that the use of renewable natural resources is sustainable both now and in the longer term, for the benefit of all life on Earth
- promoting actions to reduce to a minimum pollution and the wasteful exploitation and consumption of resources and energy.

As WWF's fundamental aim is to preserve the world's biological diversity, it is concentrating 80 per cent of its activities on three priority areas on which the majority of life depends: forests, freshwater ecosystems, and oceans and coasts.

To further focus its efforts, WWF has identified some 200 regions – the Global 200 – which are the best representatives of this diversity. From the rainforests of the Amazon and the coral reefs of the Pacific islands, to the deserts of Namibia and the wetlands of the Florida Everglades, it is here that WWF is working hardest to make a difference.

"For the immediate future, WWF has set targets for forest, freshwater, and marine conservation, and for reducing carbon dioxide emissions that contribute to climate change. These targets are realistic and achievable, but only with the help of governments, corporate leaders, and individuals."

Dr Jørgen Randers, Deputy Director General, WWF International

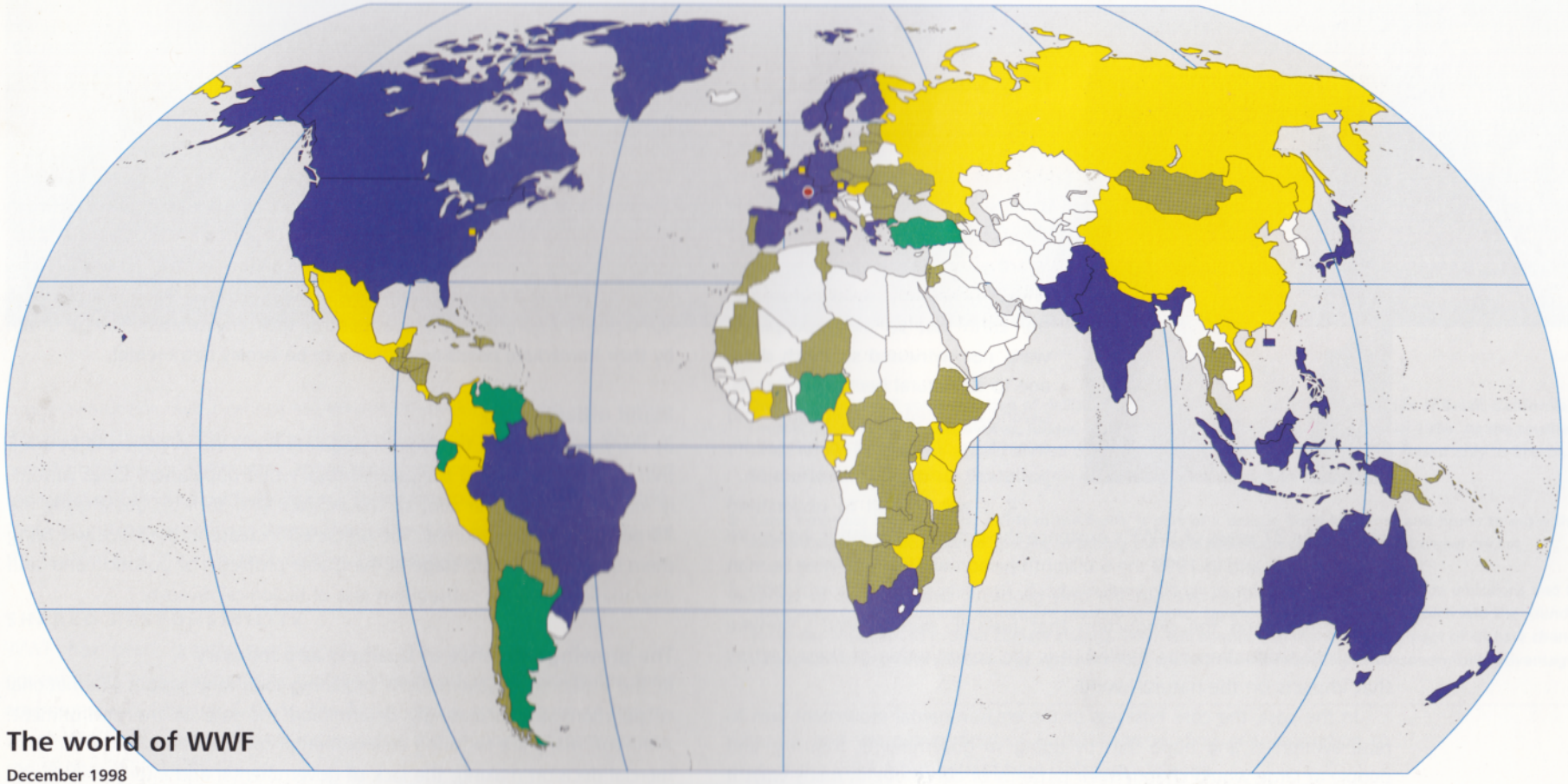


WWF-CANON/TANTYO BANGUN



WWF-CANON/TANTYO BANGUN

The WWF Programme Office in Indonesia officially became the 27th National Organization in June 1998. Following the country's cataclysmic forest fires of 1997 (above) – estimated to have resulted in damage costing more than US$4 billion – WWF is working with the government to minimize the risk of a recurrence.



The world of WWF

December 1998

National Organizations carry out conservation activities in their own countries, ranging from field projects and scientific research to advising on environmental policy, promoting environmental education, and raising awareness. They also contribute expertise and funding to WWF's international conservation programme.

Programme Offices carry out conservation programmes in a number of countries, advise national and local governments, and raise public understanding of conservation issues. Two specialist offices, in Brussels and Washington, work to influence the policies and activities of the European Union and institutions that deal with global economic issues, such as the World Bank.

Associates are independent non-governmental organizations that work closely with WWF in countries where there is no WWF National Organization. Associates promote shared conservation objectives, but do not contribute financially to WWF's international conservation programme.

WWF International (based in Switzerland) leads and coordinates the WWF Network, develops joint policies and standards, fosters global partnerships, and implements part of WWF's international conservation programme.

Other countries with active projects.

director general



WWF-SWITZERLAND/H WIRZ

IT IS SAID that the darkest hour comes just before the dawn. I hope so, since in environmental terms the 20th century has certainly been a long dark night. Although life expectancy and quality of life have improved for the vast majority, sometimes dramatically, never before has the Earth lost so many people in wars, nor witnessed so much damage to its natural heritage – forests, savannahs, steppes, wetlands, and oceans – through transformation, pollution, or outright destruction.

It is not difficult to understand why. In the 37 years of WWF's existence the world's population has more than doubled, and in 1999 the 6 billionth person will join the living human family. But numbers are not the only problem. One also has to consider consumption and the production that fuels it: during WWF's lifetime industrial production has trebled. It is the combination of these factors that impacts on the natural world.

In the past, the core business of the environmental movement was to raise awareness and hope that by doing so governments, industry, and people at large would change their patterns of behaviour. In many ways it was successful: since the 1992 United Nations Conference on Environment and Development in Rio, environmental issues have become part of the mainstream. Conservationists are no longer isolated voices crying in the wilderness. Environmental considerations are now integrated into business and industrial processes, school curricula, government administration, aid policy, and consumer practices.

But this is clearly not enough. The natural world is still threatened and biological diversity continues to be lost. Conservationists must turn their attention to analysing trends and providing practical, realistic, and sustainable solutions to both current and incipient problems. I believe there are three fundamental trends that must be addressed if this environmental erosion is to be slowed and eventually halted.

The widening poverty gap

The gap between the rich and the poor, whether within nations or between them, is expanding at an ever-increasing rate. But poverty is not just a question of lacking the wherewithal to purchase material goods. Rather, without access to healthcare, education, or the opportunity for personal growth and self-determination, people's treatment of their environment will be driven by their immediate needs and is likely to be largely detrimental.

Rapid urbanization

By the year 2000, half the world's population will live in cities and by 2025 that number will exceed the present total world population. Cities currently make up only 2 per cent of the world's land surface, but already use 75 per cent of its resources. The predicted increase in their size will bring them even more centre-stage in the global problems of pollution and land degradation, and the subsequent loss of biological diversity.

The growing influence of business and industry

In the absence of governments providing long-term vision, international corporations are increasingly determining the fate of the environment. Although many are factoring environmental considerations into their commercial decision making, the lack of governmental and intergovernmental regulation allows global business and industry to take a heavy toll on the environment.

It is clear that one organization made up of just 3,000 professionals, however dedicated, cannot tackle all the complex causes and effects underlying these trends. It can identify problems, carry out field research, and then

"Cities currently make up only 2 per cent of the world's land surface, but use 75 per cent of its resources."



1 WWF-CANON/PENELOPE MATSOUKA. 2 WWF-CANON/MARTIN HARVEY

WWF/URSULA SPÄTH

suggest solutions. But it cannot implement them alone. That is why, taking the preservation of the world's biological diversity as its base, WWF is prioritizing forests, freshwater ecosystems, oceans and coasts, and the reduction of carbon dioxide emissions. To the organization, the Global 200, those ecoregions containing the vast majority of the Earth's biodiversity, are the bottom line. It is here that WWF is concentrating its efforts.

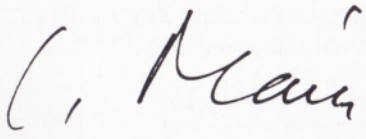
SHARED RESPONSIBILITY

WWF has been greatly encouraged by the response to its call for governments and corporations to take significant responsibility for their environment by making Gifts to the Earth. These are pledges of action, which WWF will monitor and advise on, while their implementation remains the responsibility of the donor.

The first gift came from the President of the Russian Republic of Sakha, who undertook to place 70 million hectares of virgin territory – an area twice the size of Germany – under total protection by the year 2000. The boreal forest and taiga of Sakha, in which this territory falls, make up the largest tract of unbroken forest on Earth and represent 2 per cent of the world's remaining forest cover.

Sakha's initiative led others to make a whole series of commitments, which it has been a privilege for WWF to register. These include South Africa's President Nelson Mandela creating the Cape Peninsula National Park; President Fernando Henrique Cardoso of Brazil pledging to bring 25 million hectares of forest under full protection by the year 2000 (see page 7); and the government of Ecuador introducing new legislation to protect the unique but endangered Galapagos Islands.

WWF knows it is not conflict but cooperation that brings about lasting change. The following pages give just a few examples of how WWF is working with governments, corporations, conservation groups, and local communities to protect the world's biological diversity. Such cooperation gives me hope, but much remains to be done if that hope is to be turned into a reality.



Dr Claude Martin
Director General, WWF International

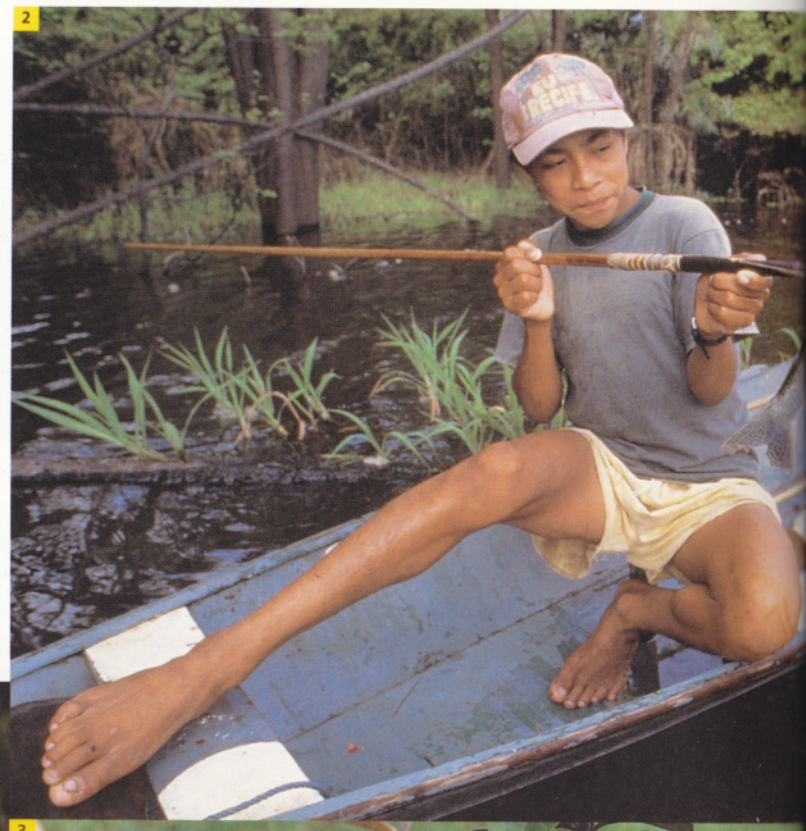
1 Despite widespread condemnation of deliberately lit forest fires in 1997, vast swathes of Brazil, California, Greece, Guyana, Indonesia, Mexico, Russia, and Venezuela went up in flames again in 1998. As the southern Greek forests of Taygetos (above) burned this summer, more than 160 plant species found only in Greece, 21 of which are endemic to this mountain area, came under serious threat.

2 Cape Peninsula National Park, a Gift to the Earth, is part of a unique floral kingdom and home to more than 200 endemic plant and animal species, including the Table Mountain cave shrimp and camel cricket.

3 WWF is pressing the governments of industrialized nations to reduce their carbon dioxide emissions and to strengthen the international agreement reached in Kyoto, Japan, in December 1997, which laid the foundations for global measures to combat climate change. WWF will continue to monitor the impact of climate change on nature and to promote clean energy systems which are both environmentally and economically advantageous.

brazil

WWF first went to Brazil in 1971 to try and save the highly endangered golden lion tamarin. By 1996, when WWF-Brazil became the network's 25th National Organization, WWF had invested in more than 400 Brazilian conservation projects, the majority of which have been carried out in cooperation with other conservation organizations and national, state, or municipal government agencies.



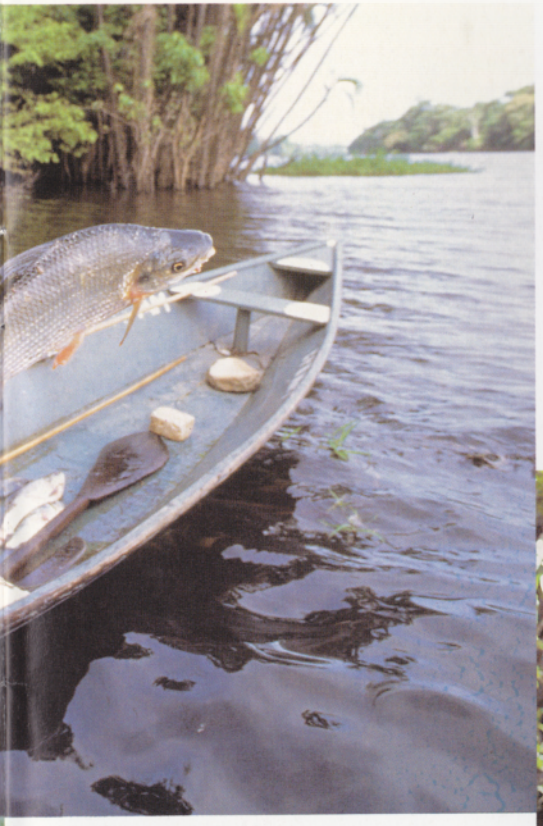
WWF-CANON/ROGER LEGUEN



WWF-CANON/JUAN G PRATGINESTOS

1 A conservation effort involving WWF, more than 100 zoos, and other conservation groups, aims to preserve the minimum habitat in the Atlantic Forest needed to ensure the survival of the golden lion tamarin. Today, 14,500 hectares are protected, with 830 tamarins living within the Poço das Antas Biological Reserve and its immediate environs. Of these, more than 140 were bred in captivity and returned to the wild. The fate of the tamarins is not yet secure – a colony of fewer than 2,000 of these tiny monkeys will always remain prone to disease or genetic weakness – but it is considerably more hopeful than it was in 1971 when WWF first joined the project.





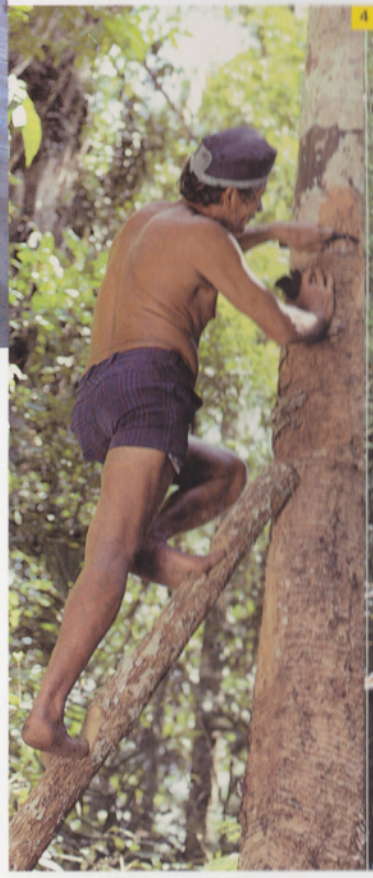
WWF/ANDRÉ RAMOS

2 The Aldeia dos Lagos Hotel on Canacari Lake in the Brazilian Amazon has introduced a scheme, supported by WWF-Brazil, to channel the income from visitors into the conservation and sustainable use of resources for local communities. The lake, the confluence of five rivers which feed the Amazon, is vulnerable to exploitation by commercial fishers from all over the region, leading to serious depletion of the fish on which the local communities depend.

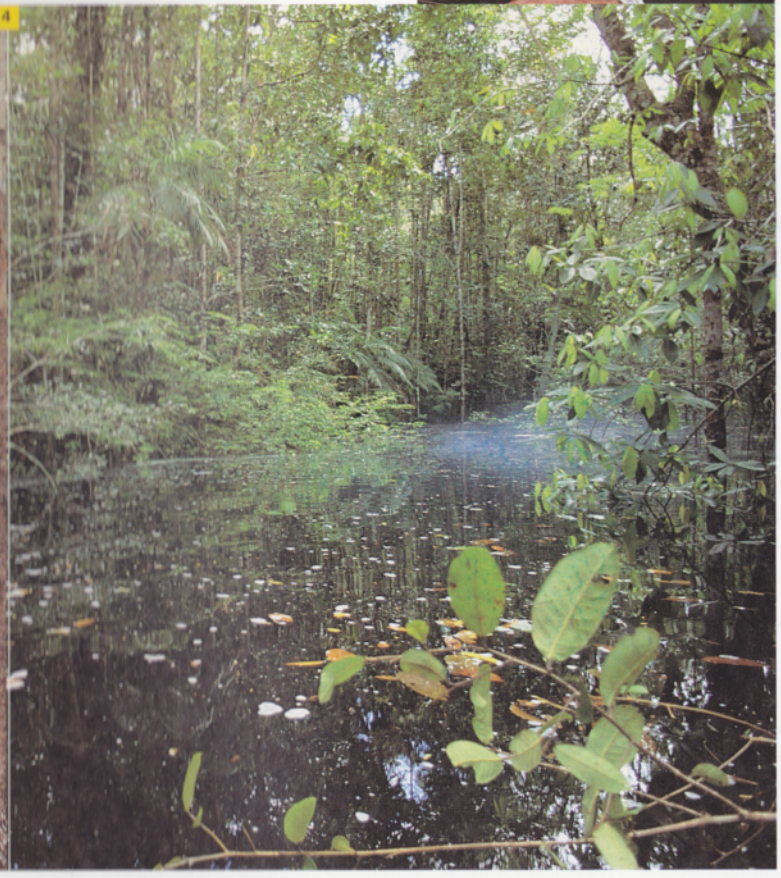


GETULIO GURGEL

3 Partly to correct a common misconception among Brazilian children that lions, elephants, and other African species inhabit their country, WWF-Brazil and Estrela, the country's largest toy producer, have launched a series of four puzzles featuring Brazil's threatened species. Included with the puzzles are educational folders and a WWF membership leaflet.



WWF-CANON/EDWARD PARKER



WWF-CANON/JUAN G PRATGINESTOS

4 On 29 April 1998, President Cardoso (left) signed decrees for the immediate creation of two new protected areas in the Brazilian Amazon and two in the Atlantic Forest, together totalling almost 600,000 hectares. This Gift to the Earth also commits Brazil to the full protection of a total of 25 million hectares of forest by the year 2000.

The Brazilian gift is the first outcome of an alliance between the World Bank and WWF, under which the bank will work to bring 200 million hectares of the world's forests, half in the North and half in the South, under sustainable management by the year 2005.

"This bold initiative will almost triple the area of protected rainforest in the Amazon," said Dr Garo Batmanian, Chief Executive of WWF-Brazil. "It is a major first step, but many more will be needed, not least the additional funding of US$85 to US$155 million over the next few years, if the estimated costs are to be met."

In his statement, President Cardoso emphasized that "the partnership between the World Bank and WWF will play an important role in enabling countries that are committed to the preservation of their biodiversity to implement their projects."

sea change

IN JUNE 1998, WWF and IUCN–The World Conservation Union launched a jointly developed marine policy – *Creating a Sea Change* – calling for action that will ensure the future of the oceans and their rich diversity while securing the livelihoods of the millions of people who depend on the sea.

The value of the oceans, whether the coastal zone or the deep seas, has recently been estimated at US$21 trillion a year. Indeed, their biological diversity may exceed that of the terrestrial world. Although only about 275,000 marine species have been identified compared with 1.5 million land-based ones, it is generally accepted that there may be over a million different species on coral reefs alone, and as many as 10 million in the deep oceans. Entire colonies of new organisms have only recently been found around deep-sea hydrothermal vents, and hosts of others may await discovery.

"Over the past 50 years humans have destroyed critical ecosystems on which sea life, including commercial fish, depends," says Sue Wells, Manager of WWF's Marine Policy Unit. "Yet we know less about the deep oceans and their functions than about the surface of the moon."

Part of the problem is that marine issues have generally been tackled in isolation, with little consideration of how one impacts on another, let alone on the overall marine environment. Yet the needs of fishers should be balanced with the demands of industry and the requirements for urban development. So too must the claims of tourism, the world's largest industry, which brings hundreds of millions of people to the Mediterranean and the Caribbean each year and swells local populations in other coastal regions around the world. These activities, along with waste disposal and the exigencies of shipping – which still accounts for 80 per cent by volume of the world's movement of goods – must all be managed with the natural value of marine ecosystems clearly in mind.

"Without a positive approach," says Wells, "the situation is likely to deteriorate." WWF and IUCN are calling for significant international action to help them achieve five closely linked objectives, which will govern WWF's marine conservation work.

1 The establishment of a global network of well-managed marine protected areas. The network must reflect the wide diversity of marine ecosystems, from tropical mangroves to northern fjords and deep-sea sites.

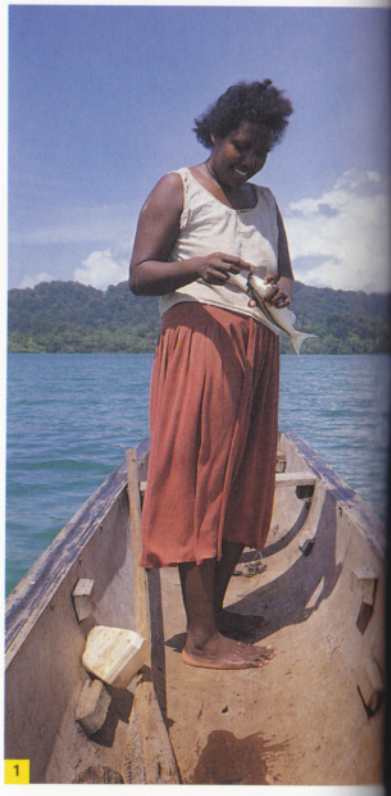
2 The conservation and recovery of threatened marine species, including several great whales, all marine turtles, and seabirds such as the world's largest flying bird – the wandering albatross.

3 Measures to ensure that fishing is carried out in ways that conserve the oceans' biological diversity. This requires not only careful regulation of what and how many fish are caught but also which fishing methods are used so that the volume of bycatch is diminished and damage to marine habitats minimized.

4 The reduction and eventual elimination of marine pollution from both land-based sources, such as agricultural and industrial effluent carried through river systems or urban waste dumped at sea, and marine sources, such as shipping and offshore mining.

5 The promotion of an integrated approach to coastal management, for example balancing the value of mangroves as fish breeding grounds with the need for housing or industrial development.

1 In the Solomon Islands, WWF is helping community groups develop their own ways of conserving the marine life on which they depend, setting aside areas where no fishing takes place and developing marine-oriented village tourism.



WWF SOUTH PACIFIC PROGRAMME

1

"We know less about the deep oceans and their functions than about the surface of the moon."



WWF-CARONDELET

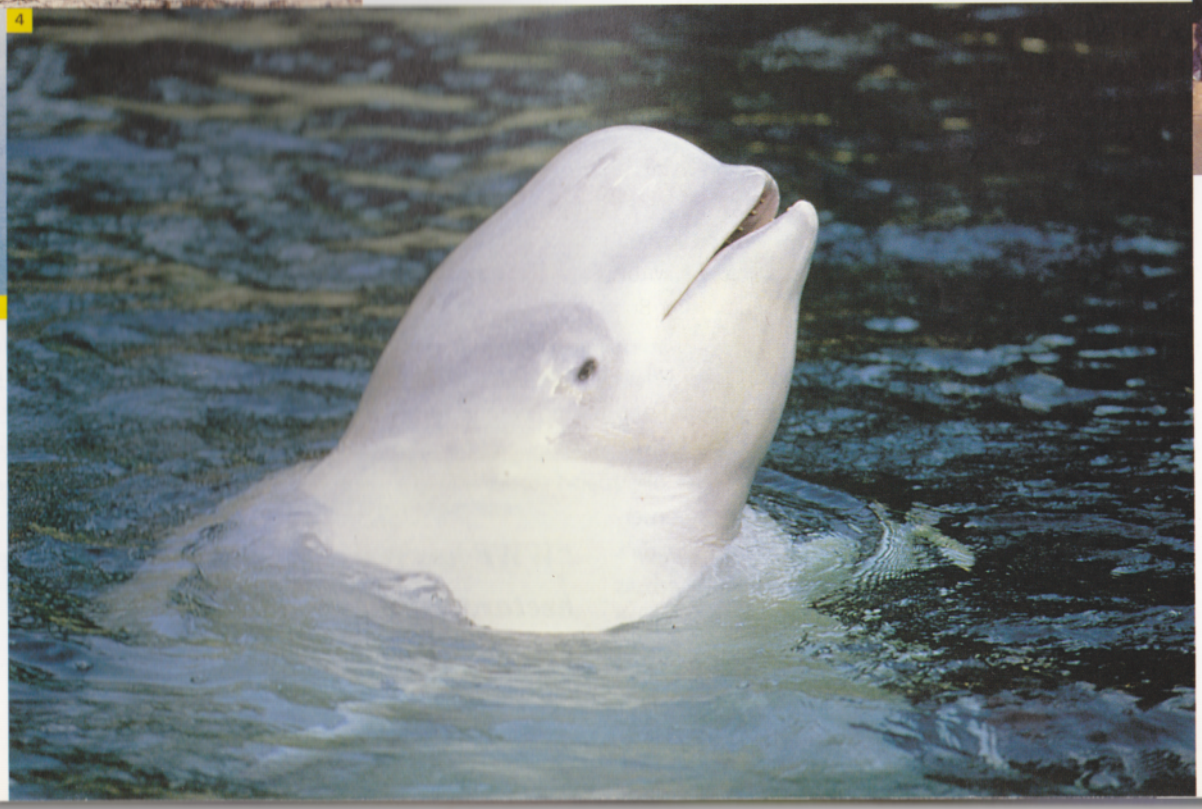
3 Roseate and greater crested terns flourish together with numerous mammal, fish, and coral species in Menai Bay, Zanzibar Island. The government of Tanzania, as a Gift to the Earth, has set aside 47,000 hectares of the bay as an officially protected marine conservation area.

4 More than 18,000 whales have been killed since 1986, in spite of the international moratorium on whaling introduced that year by the International Whaling Commission (IWC). Exploiting legal loopholes, Norway and Japan have caught increasing numbers of whales each year since the early 1990s. The failure of the IWC to deal with this situation is now threatening its very future, and WWF is calling on governments to re-establish the commission's authority, close these loopholes, and regain control over whaling as a matter of urgency.

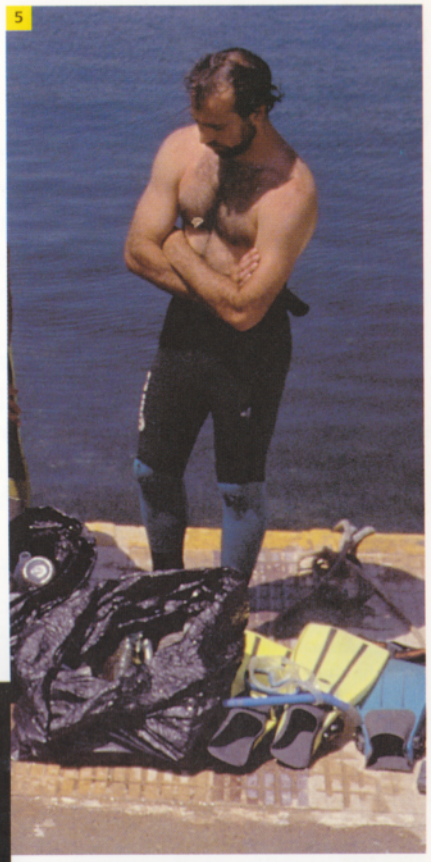


PORTUGUESE TOURIST OFFICE, LONDON

2 When the Portuguese government designated Arrabida and Berlengas (above) as the first marine protected areas off the Portuguese mainland, Stacy Standley III, Director of WWF's Living Planet Campaign, welcomed this Gift to the Earth as "an important contribution to the conservation of marine biodiversity and a step towards the establishment of an international network of marine protected areas."



WWF/KEVIN SCHAFER



WWF-SPAIN/MIGUEL MURCIA

5 During the holiday season, a WWF crew visited ports on the Levantine coast of eastern Spain to raise tourists' awareness of the natural wonders and vulnerability of the Mediterranean Sea. With the help of scuba divers, local people and holiday makers carried out clean-up operations in each of six harbour basins.



WWF-SPAIN/MIGUEL MURCIA

market forces

WWF is building on consumer concern about the effect that overconsumption has on the natural world. The organization works with fish and timber producers and traders to ensure that both these resources are used sustainably, safeguarding their long-term supply as well as the environment and the people whose livelihoods depend on them.

FORESTS

The Forest Stewardship Council's (FSC) announcement in June 1998 that more than 10 million hectares of forest had been independently certified as well managed enabled WWF to raise its target for forest certification from 10 million hectares by the end of 1998 to 25 million by the year 2001.

The FSC is an independent, non-profit organization that sets definitions for sustainable management and monitors other bodies which inspect and certify individual forests. A coalition including foresters, conservation and community groups, timber traders, and certification organizations, the FSC provides consumers with reliable information on all kinds of wood products, from building materials to paper and cardboard.

WWF has also set up buyers' groups whose members agree, on strict timetables, only to use and sell wood and wood-related products from FSC-certified sources. Spread over 16 countries, these groups include powerful wholesalers and retailers – for example Meyer International, Britain's largest timber trader; the B&Q home-improvement chain; and Sainsbury and Tesco supermarkets – providing a ready market for FSC-certified products and encouraging suppliers to work towards certification.

FISHERIES

WWF is also promoting the Marine Stewardship Council (MSC), a similar independent initiative which is currently developing and testing criteria for the certification of sustainable fisheries.

WWF is asking all stakeholders to sign a Letter of Support to the MSC. The National Audubon Society, a prominent US conservation organization, and the Fisheries Centre at Canada's University of British Columbia, have already signed, as has the Western Australian Rock Lobster Development Association, producer of nearly half the nation's seafood export revenue, and several of the world's major fish processors, wholesalers, and supermarket chains. Unilever, one of the largest frozen food companies, is also supporting the development of the MSC and has undertaken to buy its fish only from MSC-certified suppliers by the year 2005.

The World Bank has endorsed WWF's use of market forces and confirmed the enormous environmental potential of the MSC.

"WWF has raised its target for forest certification to 25 million hectares by the year 2001."



ANDRÉ MASLENNIKOV/STILL PICTURES

1



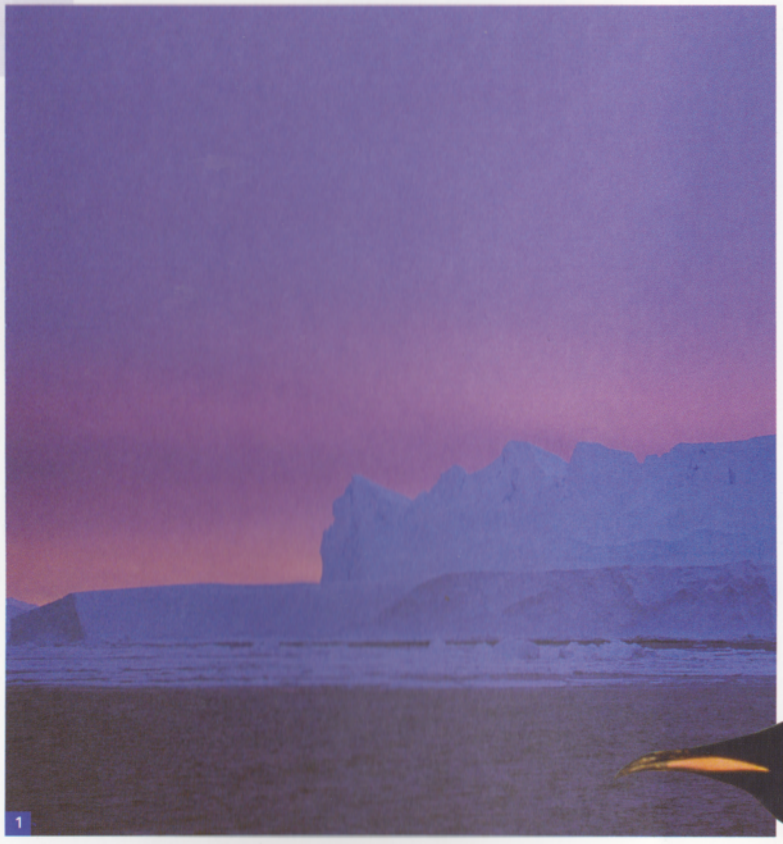
2

WWF-CANON/MIKE JACKSON

1 **As a Gift to the Earth, AssiDomän, the Scandinavian paper products giant, has committed itself to independent certification under Forest Stewardship Council criteria of all its 3 million hectares of forest.**

2 **Although the majority of all commercial fish stocks are overexploited or in decline, the Food and Agriculture Organization of the United Nations estimates that, sustainably managed, the world's fish catch could rise by up to 20 per cent beyond current levels.**

a year in pictures



WWF/JACK STEIN GROVE

1 WWF has campaigned long and hard for a ban on mining in Antarctica, one of the world's last great wildernesses. This became a reality when, in late December 1997, the 26th member of the Antarctic Treaty, Japan, finally ratified a protocol banning all oil and mineral exploitation. The protocol also addresses such issues as marine pollution, protected areas, wildlife conservation, and waste disposal – a real problem in Antarctica where nothing biodegrades in the sub-zero temperatures.

"WWF's activities are as varied as the diversity they seek to conserve. While 1998 brought its sorrows as well as its achievements, WWF, with the help of its donors, is determined to give the natural world a voice."

Dr Chris Hails
Programme Director
WWF International



WWF/NIGEL BONNER

2 "This should not be described or treated as an accident," said Juan Carlos del Olmo, Chief Executive of WWF-Spain, of the catastrophe that hit the Coto Doñana National Park in southern Spain on 24 April 1998. The Apirsa mine tailings lagoon burst, releasing 5 million cubic metres of highly toxic sludge into the surrounding river system. "The danger was predicted a year ago, and an inspection was carried out only hours before the dam breached," added del Olmo. "It will take up to three years to remove the toxic sludge, and restoration will cost up to US$100 million." Coto Doñana, where WWF started its very first conservation project in 1961, is a vital stop-over site for at least a hundred migrating bird species and is home to the endangered Iberian lynx, as well as the imperial eagle, of which only 180 pairs survive worldwide.



WWF-CANON/ISAAC VEGA/WWF-SPAIN



WWF/HENRY AUSLOOS

1 As its Gift to the Earth, Alto Paraná SA, owner of 40,000 hectares of the Atlantic Forest, is creating a private forest reserve of 3,243 hectares with WWF's Associate in Argentina, Fundación Vida Silvestre. The Atlantic Forest is one of the Global 200, and home to thousands of plant species, amphibians, birds, and mammals, including the jaguar and tapir (left).



2 WWF has developed a series of European Forest Scorecards to rate how different nations (or regions) treat their forests. Using statistics produced by the countries themselves, the scorecards will be published annually, helping governments take measures to conserve and sustainably manage their forests as well as tracking their progress.

WWF-CANON/MICHÈLE DÉPRAZ

3 In response to growing international concern, WWF, along with the World Health Organization and IUCN, has published *Guidelines for the Conservation of Medicinal Plants*. So great is the demand for these plants – 80 per cent of people worldwide rely on them for healthcare – that some areas of the Himalayas have been totally stripped. The Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) has restricted the trade in once common species from many parts of the world, including the African plum (*Prunus africana*, below), which is used to treat a variety of problems associated with the prostate gland.

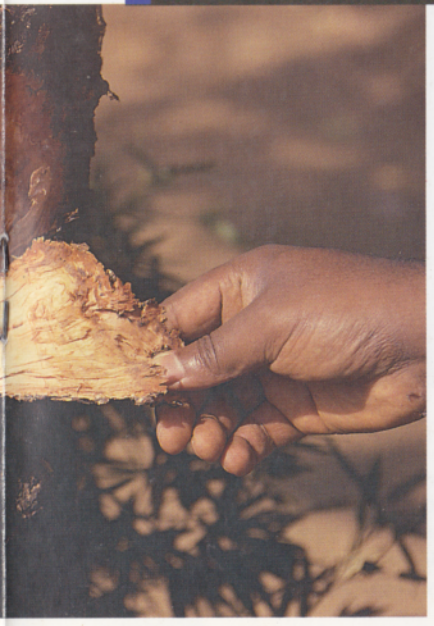


WWF-CANON/SANDRA MBANEFO OBIAGO



WWF-US/MICHAEL WIRTZ

4



4 Every year Mexican farmers prepare their land by burning it, but this year a severe drought allowed the fires to spread. Around 350,000 hectares of scrubland, grassland, and biologically important forest areas, including the Chimalapas tropical rainforest and the fir forest of the monarch butterfly sanctuaries (above), were devastated. An SOS call from the local WWF office resulted in a rapid response from the WWF Network, enabling the organization to provide basic equipment to the community brigades fighting the fires on the ground.

RICHARD ELLIS

5 Some 80 vessels are involved in the illegal catch of Patagonian toothfish, estimated at 100,000 tonnes and worth up to US$300 million in 1997. (The legal quota is just 13,000 tonnes.) WWF is calling for a crackdown on this modern form of piracy in order to avoid the commercial extinction of the toothfish (above), which can take as many as 50 years to reach its mature 2-metre length. As HRH The Duke of Edinburgh, President Emeritus of WWF International, asserted at the launch of the International Year of the Ocean: "Overexploitation of the ocean's resources is as extensive and as damaging as anything we are doing on land – it is just not as immediately apparent."

5



WWF-NTE



WWF/ANDRÉ BÄRTSCHI

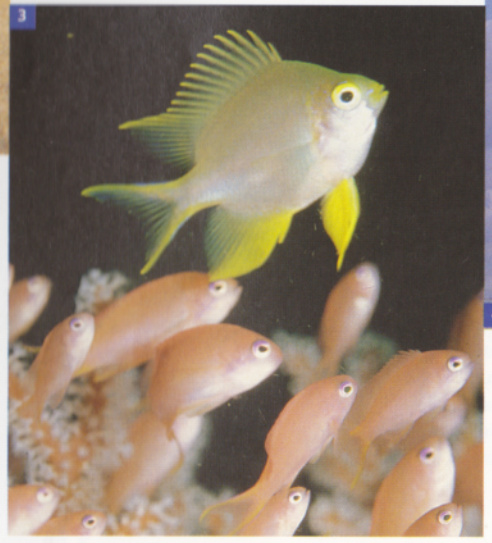
1 WWF has joined other environmental and public health groups to form the International Persistent Organic Pollutants (POPs) Elimination Network which, with the United Nations Environment Programme, will press governments worldwide to phase out the use of 12 POPs, including DDT and eight other pesticides. When released into the environment, all have long-lasting damaging effects on humans and the natural world alike.



WWF-CANON/MICHEL TERRETTAZ

2 When WWF launched Project Tiger in 1973 there were around 1,900 tigers left in India. Initially numbers increased to about 4,300, but today there are estimated to be fewer than 3,000. In this Chinese Year of the Tiger, WWF and IUCN set up a Tiger Emergency Fund, the first grant from which provided fire-fighting equipment needed to protect the prime habitat of the Siberian tiger in eastern Russia. The organization is also reinforcing efforts to reduce the illegal trade in tiger parts. A WWF-funded investigation discovered hundreds of medicines containing tiger bone being sold in Australia, Belgium, France, Germany, the Netherlands, New Zealand, and the United Kingdom, while as many as 50 per cent of retail stores surveyed in the Chinatowns of seven North American cities were selling medicines labelled as containing tiger parts as well as derivatives of other endangered species.

3 WWF is gathering ecological data on the 33,200-hectare Tubbataha Reef and the diverse life it sustains – corals, fish, marine mammals, birds, and invertebrates – to provide a much needed management plan for its protection. It is the Philippines' first National Marine Park and has been a UNESCO World Heritage Site since 1993.



NORBERT WU/STILL PICTURES



WWF/ANDRÉ MASLENNIKOV

4 As part of its commitment to reduce carbon dioxide emissions by 20 per cent from 1988 levels by the year 2005, the government of Denmark has pledged to develop energy production from renewable sources. This Gift to the Earth will include increasing the country's wind-power generating capacity (above) by 80 per cent.

living planet

WITH JUST A YEAR until the turning point of a new millennium, there is still time for people to take action to help rather than harm the natural world. WWF's Living Planet Campaign aims to give future generations the chance to enjoy the benefits and wonders of the Earth by:

- preserving as much of the world's biological diversity as possible, particularly within WWF's Global 200 ecoregions
- working to save endangered species, such as the giant panda, the tiger, and the black rhino, whose survival depends on the conservation of threatened habitats
- changing consumption patterns in order to reduce the unsustainable use of resources, particularly timber and fish, and promoting technologies that save energy and reduce greenhouse gas emissions.

Through its Living Planet Campaign, WWF appeals for Gifts to the Earth – specific, quantifiable commitments to conservation by governments and corporations – which further the cause of the natural world both in themselves and by acting as an inspiration to others.

1 The Nepalese government has pledged to protect 180,000 hectares around Mount Kanchenjunga, the world's third highest mountain, by the year 2000, using a conservation plan developed jointly with WWF. The region, one of WWF's Global 200, is home to endangered species such as the Himalayan black bear, the red panda, and the snow leopard.

2 In New Zealand, where nearly 80 per cent of all plants are endemic, the government has committed itself to establishing a countrywide network of protected areas by the year 2000. These will include new forest reserves covering 200,000 hectares of the country's temperate rainforest.

3 Held AG, a leading Swiss producer of environmentally friendly cleansing agents, has reduced its own total energy use by 25 per cent, while ensuring that all the energy needs of its factories come from renewable sources: solar, wind, and water power.



WWF-CANON/P NEYRET & G BENASTAR

1

"Join WWF in its efforts to 'leave our children a living planet'."

Stacy Standley III
Director, the Living Planet Campaign
WWF International



WWF/GERALD CUBITT

2



HELD AG

3

fresh water

FRESH WATER is finite. But around the world this precious resource is at risk from pollution or overuse due to population growth and the concomitant effects of increasing economic activity, spreading urbanization, and the need for more productive agricultural land. By the year 2025, 35 per cent of the world's people will have to face catastrophically low water supplies, while more than half are expected to live in water-scarce areas.

Following an extensive study in India, WWF and the United Nations Children's Fund (UNICEF) have agreed to work together to seek practical and long-term solutions to the growing international freshwater crisis. "Every year more than 2 million children under the age of five die as a result of unsafe water and poor sanitation," said UNICEF's Programme Director, Dr Rasheed, at the formal signing of the Memorandum of Understanding. "To reduce this awful toll, UNICEF and WWF will work to help communities protect and manage both their water resources and their environment."

"Without the forests and wetlands, lakes and rivers which retain water and help regulate its release," added WWF's Director General, Dr Claude Martin, "basic human needs cannot be met. And without that, sustainable social and economic development is just not possible."

Starting in South Africa, the two organizations will undertake joint projects at local, national, and regional levels, working with both urban and rural communities. The fundamental aim is to increase the amount of water available for basic human needs in ways that improve the overall health of freshwater ecosystems.

"By the year 2025, 35 per cent of the world's people will have to face catastrophically low water supplies."

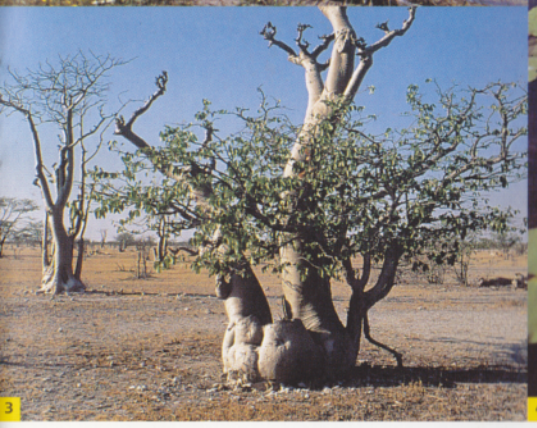


2 DHKD/SUNAY DEMIRCAN



1 WWF/M GUNTHER/BIOS





3



4

1 Large dams, such as the Petit Saut in French Guyana, constitute one of the most important and controversial issues in sustainable development. As part of WWF's efforts to influence the agenda of the newly established World Commission on Dams, a WWF study, *Large Dams – What Next?*, traces the evolution of the "big dam" debate, assesses the present conservation challenges and future developments of large-scale hydroelectric projects, and explores strategies for dealing with them.

2 WWF's Associate in Turkey, DHKD, was instrumental in the government's designation of four new Ramsar sites, including the Kizilirmak Delta, under the Convention on Wetlands of International Importance. This is a significant step in a country which has lost 60 per cent of its wetlands in the last 30 years.

3 "Members of the Kenya Forestry Research Institute have been studying the moringa tree's little-known water purifying qualities," reports Chris Elliott, Director of WWF's Forests for Life Campaign. "Just a few crushed seeds can purify a beaker of murky water in about an hour, obviating the need for environmentally damaging chemicals. A further plus is that this fast-growing tree, which is common throughout Africa, is drought-resistant."

4 In Australia, WWF is preparing a national wetlands conservation strategy for the federal government. Part of it will concentrate on providing proper management to the country's Ramsar wetlands, 62 per cent of which are seriously degraded. The strategy will also recommend ways of conserving another 520 notable wetlands which are currently unprotected.

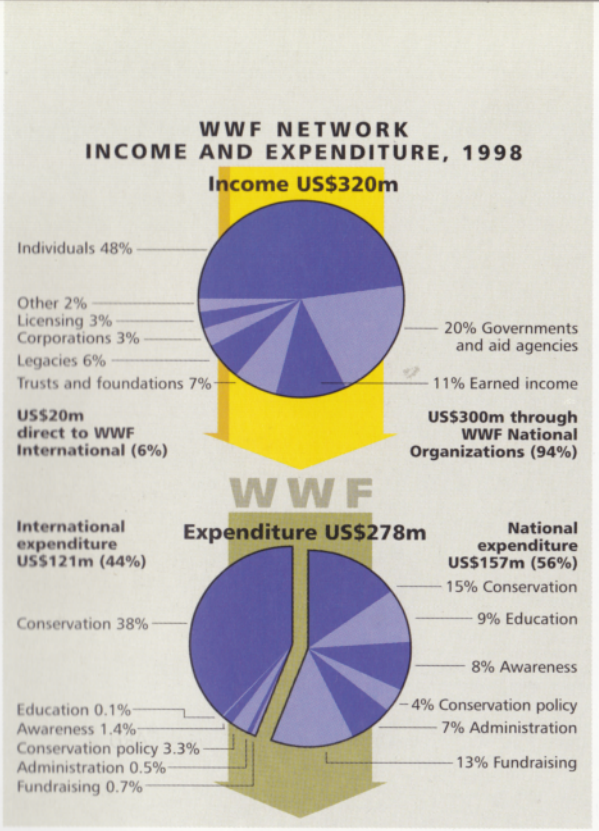
5 As its Gift to the Earth, Hungary's Ministry of the Environment designated six wetlands, including Gemenc (below), as new Ramsar sites. It also pledged to buy 30,000 hectares of forest from private landowners each year until the year 2000 and convert them into protected areas.

4 WWF-CANON/JIM THORSELL 5 BARBARA KROBATH



5

raising funds



WWF's 4.7 million supporters continue to be the organization's backbone, through their donations, legacies, and annual subscriptions. WWF relies on this funding, together with its corporate support and investment income, both to sustain its global conservation activities and to allow it to respond to environmental emergencies. It also enables WWF to lever further income by providing the initial funding so often required in securing grants from foundations and government aid agencies.

MAJOR DONORS

Since its launch in 1996, 24 donors have committed more than US$20 million to WWF's Conservation Leadership Fund, with individual gifts ranging from US$50,000 to US$3 million. These funds have allowed WWF to undertake major conservation work in Asia, the Baltic, Brazil, and the Mediterranean.

GOOD FOR THE EARTH, GOOD FOR BUSINESS

The increasing value which companies and their customers place on environmental responsibility creates opportunities for WWF to forge innovative links with suitable corporations, to mutual benefit. Over the years, many have gained a competitive advantage for their products through an association with the internationally recognized PANDA logo, while providing significant royalties for WWF.

Building on its high brand-awareness, WWF International launched its Conservation Partner programme in 1998. Aimed at securing major, recurrent sponsorship through high-profile strategic alliances, this initiative moves the link with the PANDA logo from the product to the corporate level. The substantial support that WWF receives from each Conservation Partner is visibly acknowledged in ways specifically tailored to each relationship.





1 WWF/MAURI RAUTKARI, 2 WWF-CANON/JUAN G PRATGINESTOS

"We try to match our supporters' interests to WWF's priorities, channelling their donations to where they can really make a difference. WWF's holistic approach to conservation requires funding for fieldwork, policy development, awareness building, and advocacy. It is our supporters' understanding that these are key ingredients for long-term solutions that enables WWF to be so effective."

Mario Fetz, Director of Fundraising and Marketing
WWF International

Ogilvy & Mather

Canon

3



Swatch
Adamastor

STEFAN MINDER/SWATCH

4

1 Sweden's Wallenberg Foundation, as part of its donation to the Conservation Leadership Fund, is supporting WWF's conservation work in the eastern Baltic, particularly the sustainable use of forests.

2 "Quite what we are doing to our environment really came home to me when I visited Brazil's Atlantic Forest in 1998 to see field conservation in action. WWF's efforts are an inspiration and deserve our whole-hearted support." WWF supporter Lea Koskelo

3 "Visual communication is an obvious common interest of both WWF and Canon," said Mr Hajime Katayama, President of Canon Europa NV, when signing the Conservation Partnership with Dr Claude Martin.

Canon Europa is WWF's first Conservation Partner. A major element of this support is the digitization of WWF's picture library – now the WWF-Canon Photolibrary – transforming it into a state-of-the-art electronic resource that will be crucial in raising environmental awareness worldwide.

O&M is WWF's latest Conservation Partner – David Ogilvy, who built the agency, was also one of WWF's founders. By devising *pro bono* advertising campaigns, included free of charge in leading print and TV media around the world, O&M makes a vital contribution to the promotion of WWF and what it stands for.

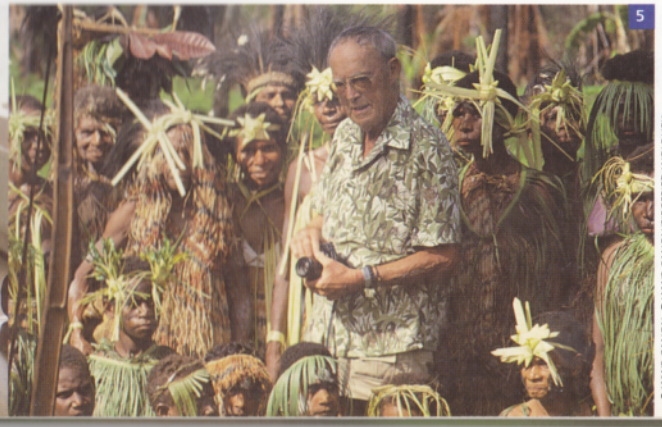
4 The Swatch *Adamastor* watch, on sale around the world during the United Nations Year of the Ocean, is another example of a creative collaboration bringing conservation benefits. For each watch sold, Swatch has donated US$2 to WWF for the conservation of marine wildlife in East Africa.

5 The 1001: A Nature Trust is a limited-membership group formed in 1971 by HRH Prince Bernhard of the Netherlands (left). On joining, members confirm their personal commitment to the environment by making a contribution of US$25,000 to an endowment fund, the income from which helps to finance WWF International's running costs.

3



5



3 WWF-CANON, 5 WWF-CANON/SIEGFRIED WOLDHEK

1001

The 1001: A Nature Trust

accounts

WWF INTERNATIONAL INCOME AND EXPENDITURE, TWO-YEAR SUMMARY

Financial Year (FY)*	1997	1998	1998
OPERATING INCOME	**(CHF'000)**	**(CHF'000)**	**(US$'000†)**
NATIONAL ORGANIZATIONS (1 & 2)	45 686	49 710	33 658
INDIVIDUAL AND GENERAL DONATIONS (3)	3 416	1 817	1 230
LEGACIES	1	304	206
TRUSTS AND FOUNDATIONS	3 403	5 657	3 830
GOVERNMENTS AND AID AGENCIES	16 688	17 785	12 042
ROYALTIES (2)	286	219	148
FINANCIAL INCOME (NET) (4)	12 642	2 924	1 980
OTHER	261	525	356
TOTAL	**82 383**	**78 941**	**53 450**
OPERATING EXPENDITURE	**(CHF'000)**	**(CHF'000)**	**(US$'000†)**
REGIONAL CONSERVATION PROGRAMMES	50 970	54 849	37 138
CONSERVATION POLICY, EDUCATION, AND AWARENESS (5)	17 697	21 936	14 853
NETWORK SERVICES (6)	2 692	3 602	2 439
FUNDRAISING	2 866	2 805	1 899
FINANCE AND ADMINISTRATION	1 071	923	625
FIXED ASSETS EXPENDITURE	304	1 100	745
TOTAL	**75 600**	**85 215**	**57 699**

** Financial years cover the period 1 July to 30 June.*
† Exchange rate CHF1.4769 = US$1.

NOTES TO THE ACCOUNTS

1: Income from National Organizations
Monies received from WWF National Organizations.

2: Royalties
Monies received from licensing WWF's PANDA logo and other trademarks. Royalty income which is received under a multinational licensing contract and which is derived from a National Organization territory is recorded as income from National Organizations.

3: Individual and General Donations
Includes donations as well as monies raised at special events.

4: Financial Income (net)
The net result of dividends, bank interest, exchange differences, gains/losses on marketable securities, bank charges, etc.

5: Conservation Policy, Education, and Awareness
In FY 1998, WWF International spent CHF21 936 000 on:

	(CHF'000)
Conservation Policy	15 771
Education	392
Awareness	5 773

6: Network Services
WWF International expenditure in support of the activities of its network of National Organizations. Includes legal and trademark costs.

WWF INTERNATIONAL BALANCE SHEET, TWO-YEAR SUMMARY

Financial Year (FY)*	1997	1998	1998
ASSETS	**(CHF'000)**	**(CHF'000)**	**(US$'000†)**
CURRENT ASSETS			
Cash	8 001	9 202	6 044
Short-Term Bank Deposits	12 737	8 271	5 433
Marketable Securities	43 754	47 269	31 047
Recoverable Taxes and Other Items	4 467	4 520	2 969
LONG-TERM RECEIVABLES (1)	193	69	45
FIXED ASSETS (2)	3 688	4 994	3 280
TOTAL	**72 840**	**74 325**	**48 818**

LIABILITIES AND FUNDS	(CHF'000)	(CHF'000)	(US$'000†)
ACCOUNTS PAYABLE AND ACCRUALS	6 396	8 415	5 527
OPERATING FUNDS (3)	24 154	19 157	12 582
INVESTMENT RESERVE (4)	0	3 856	2 533
CAPITAL AND ENDOWMENT (5)	42 290	42 897	28 176
TOTAL	**72 840**	**74 325**	**48 818**

** Financial years cover the period 1 July to 30 June.*
† Exchange rate CHF1.5225 = US$1, as at 30 June 1998.

NOTES TO THE ACCOUNTS

1: Long-Term Receivables
In FY 1998, this represents a loan to WWF-Spain.

2: Fixed Assets
All fixed asset costs regarding the renovation of the secretariat building have been capitalized. All other fixed asset costs are charged to expenditure at the time of purchase.

3: Operating Funds
Operating funds are those funds available for expenditure on conservation, awareness, education and public policy, National Organization support, direct fundraising, administration and finance, and fixed assets expenditure.

4: Investment Reserve
Based on 6 per cent of investable funds. The difference when compared to actual dividends, bank interest, exchange differences, and gains/losses on marketable securities is taken to the investment reserve.

5: Capital and Endowment
Includes The 1001: A Nature Trust, a trust fund built up through individual membership contributions; the Sigvaldason Fund, a legacy from the late Mrs Gerda Sigvaldason; the Endowment Fund built up primarily from the proceeds of the WWF 25th Anniversary Coin Collection programme; the Prince Bernhard Scholarship Fund, the income from which pays for training and tertiary education of conservationists; the Board invested reserve; and statutory capital of CHF20 000, representing the initial capital of WWF.

Audited financial statements are available on request.

WWF NETWORK INCOME AND EXPENDITURE*, TWO-YEAR SUMMARY

Financial Year (FY)¶	1997**	1998	1998
OPERATING INCOME	**(CHF'000)**	**(CHF'000)**	**(US$'000†)**
INDIVIDUALS (1)	199 626	224 857	152 249
LEGACIES	30 232	30 609	20 725
CORPORATIONS (2)	13 385	14 941	10 116
TRUSTS AND FOUNDATIONS	14 534	33 547	22 715
GOVERNMENTS AND AID AGENCIES	100 453	93 914	63 589
ROYALTIES (3)	24 808	23 205	15 712
FINANCIAL INCOME (NET) (4)	48 115	42 777	28 964
OTHER	4 992	8 915	6 036
TOTAL	**436 145**	**472 765**	**320 106**
OPERATING EXPENDITURE	**(CHF'000)**	**(CHF'000)**	**(US$'000†)**
NATIONAL CONSERVATION			
Conservation (5)	65 470	60 464	40 940
Conservation Policy, Education, and Awareness (6)	79 140	87 178	59 028
INTERNATIONAL CONSERVATION			
Conservation (7)	139 134	152 239	103 080
Conservation Policy, Education, and Awareness (8)	17 697	21 936	14 853
FUNDRAISING	55 850	58 173	39 389
FINANCE AND ADMINISTRATION	26 954	30 613	20 728
TOTAL	**384 245**	**410 603**	**278 018**
SURPLUS – TO SUPPORT CURRENT AND FUTURE PROJECTS (9)	51 900	62 162	42 088

NOTES

1: Individuals
Monies received from WWF individual supporters, including regular dues and fundraising activities.

2: Corporations
Donations from corporations, excluding sponsorship fees and monies received from royalties and licensing fees.

3: Royalties
Monies received from royalties, licensing, sponsorship fees, and from the sale of WWF products via WWF catalogues and retail outlets.

4: Financial Income (net)
The net results of dividends, bank interest, exchange differences, gains/losses on marketable securities, bank charges, etc.

5: National Conservation
Costs of conservation activities of WWF National Organizations within their own territory.

6: Conservation Policy, Education, and Awareness
In FY 1998, the National Organizations spent CHF87 178 000 on:

	(CHF'000)
Conservation Policy	15 702
Education	38 235
Awareness	33 241

7: International Conservation
Costs of WWF's International Conservation Programme.

8: Conservation Policy, Education, and Awareness
In FY 1998, WWF International spent CHF21 936 000 on:

	(CHF'000)
Conservation Policy	15 771
Education	392
Awareness	5 773

9: Surplus – to support current and future projects
Funds held in reserve for current conservation projects and future needs.

** The figures given show total WWF Network income and expenditure but do not represent consolidated accounts. The Network includes the WWF International Secretariat and its Programme Offices, and all the WWF National Organizations and their Programme Offices.*

¶ Financial years cover the period 1 July to 30 June for WWF International and all National Organizations except: WWF-India, WWF-Japan, WWF-South Africa (1 April to 31 March); WWF-Germany, WWF-Italy, WWF-Philippines, WWF-Spain (1 January to 31 December of the preceding year).

*** Updated.*

† Exchange rate CHF1.4769 = US$1.

wwf board

WWF INTERNATIONAL BOARD AND DIRECTORS

INTERNATIONAL BOARD MEMBERS, 1998

PRESIDENT
S Babar Ali* (Pakistan)
- Chairperson Packages Ltd
- Pro-Chancellor Lahore University of Management Sciences

VICE-PRESIDENT
AND HONORARY TREASURER
Rodney B Wagner* (USA)
- Vice-Chairperson of the Board JP Morgan and Company Inc
- Board Member WWF-US

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- President and Deputy Chairperson Alireza Group of Companies
- Director Arabian Gulf Investments (Far East) Limited
- Vice-Chairperson Saudi Cairo Bank
- Chairperson National Pipe Company Ltd

Mitsuo Asaba (Japan)
- Former Ambassador Extraordinary and Plenipotentiary Ministry for Foreign Affairs
- Board Member WWF-Japan

Bavo Cool (Belgium)
- Partner Clear, Gottlieb, Steen & Hamilton
- Chairperson of the Board Avocats sans Frontières
- Board Member WWF-Belgium

Prof Francisco Díaz Pineda (Spain)
- Head Inter-University Ecology Department University of Madrid
- President WWF-Spain

André Hoffmann (Switzerland)
- Member of the Board of Directors Roche Group Basel, Switzerland

J Quincy Hunsicker (Switzerland)
- Director McKinsey & Co Europe and Asia

Dr Violet Kajubiri-Froelich (Uganda)
- Member IUCN Commission on Education and Communication
- Member IUCN Regional Advisory Council

Hans Michael Jebsen (Hong Kong)
- Managing Director Jebsen and Co Ltd
- Chairperson WWF-Hong Kong

The Honourable Mrs Sara Morrison* (United Kingdom)
- Chairperson WWF-UK

Anne-Marie Nielsen (Denmark)
- Chief Executive Finansieringsselskabet Gefion A/S
- Chairperson of the Board Port of Copenhagen
- Chairperson WWF-Denmark

Drs Ed HTM Nijpels (Netherlands)
- Former Minister of Housing, Physical Planning and Environment
- President Director De Twaalf Provincien Landelijke Arbodienst NV
- Chairperson WWF-Netherlands

Ingemar Öhrn (Sweden)
- Former Governor Province of Västernorrland
- President Royal Academy of Forestry & Agriculture
- Chairperson Forestry Society
- Chairperson WWF-Sweden

Unni Olav (Norway)
- Director Star Tour
- Chairperson WWF-Norway *(retiring)*

Thymio Papayannis (Greece)
- President WWF-Greece

Gavin WH Relly (South Africa)
- Chairperson WWF-South Africa

Mian Altaf M Saleem (Pakistan)
- Vice-President WWF-Pakistan

Keith Walkerden (Australia)
- Chairperson Environmental Management Software
- Board Member WWF-Australia

Roger W Sant (USA)
- Chairperson The AES Corporation
- Chairperson WWF-US

Michael J Walsh (UK)
- Chairperson Ogilvy & Mather Europe
- Fellow Institute of Practitioners in Advertising
- Vice-Chairperson and Trustee British Red Cross
- Board Member WWF-UK

(Executive Committee Member)*

PRESIDENT EMERITUS
WWF INTERNATIONAL
HRH The Prince Philip
Duke of Edinburgh (UK)

DIRECTOR GENERAL
Dr Claude Martin

DEPUTY DIRECTOR GENERAL
Dr Jørgen Randers

WWF INTERNATIONAL DIRECTORS
(as at 1 January 1999)

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Africa/Madagascar Regional Programme
Dr Yaa Ntiamoa-Baidu

Asia/Pacific Regional Programme
Dr Isabelle Louis

Latin America/Caribbean Regional Programme
Dr Twig Johnson

Europe/Middle East Regional Programme
Dr Magnus Sylvén

Eastern Europe/Central Asia Programme
Dr Hartmut Jungius

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Jenny Heap

International Policy
Gordon Shepherd

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Peter Dickinson

Government and Aid Agency Coordination
Dr Timothy Geer

Species Conservation
John Newby

Finance and Administration
Chiew Chong

Communications Services
Thomas Schultz-Jagow

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Arun Chacko

Fundraising and Marketing
Mario Fetz

Network Development
Dr Peter Kramer

Human Resources Development
Pamela Grant

Living Planet Campaign
Stacy Standley III

Freshwater Campaign
Richard Holland

Forests Campaign
Dr Chris Elliott

Fisheries Campaign
Mike Sutton

Climate Change Campaign
Adam Markham

LEGAL ADVISER
Michael R Rogers, Barrister

Worldwide, WWF employs more than 3,000 dedicated staff members, of whom about 55 per cent work in National Organizations, 40 per cent in Programme Offices, and the remainder at WWF International in Gland, Switzerland.

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WWF-CANON/MICHÈLE DÉPRAZ

Native species, including this dragonfly – or common hawker – thrive in WWF International's wild garden, in Gland, Switzerland.

WWF NATIONAL ORGANIZATIONS

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President and Chairperson:
Dr Gustav Harmer
Chief Executive: Dr Günther Lutschinger

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WWF aims to conserve nature and ecological processes by:

- preserving genetic, species, and ecosystem diversity
- ensuring that the use of renewable natural resources is sustainable both now and in the longer term, for the benefit of all life on Earth
- promoting actions to reduce to a minimum pollution and the wasteful exploitation and consumption of resources and energy.

WWF is the world's largest and most experienced independent conservation organization. It has 4.7 million regular supporters and a global network active in 96 countries.

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